ORDER

Orders Order / Rev: 37787 Alt Order #: 08890000 Product Desc: Issue

> Estimate: 2278

10/30/12 - 11/06/12 Flight Dates:

Original Date / Rev: 10/29/12 / 10/29/12

Order Type: **GENERAL**

KLAS

Primary AE: Mike Jones

Sales Office: K-WAS

Sales Region:

National

Agency

Name:

Buying Contact:

Billing Contact:

1010 Wisconsin Avenue

Waterfront Strategies

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

00:15:00

Cash

Broadcast EOM/EOC

Advertiser

Name:

PO4

LV1

Demographic:

Product Codes:

Priority:

Revenue Codes:

Patriot Majority A35+

AGY, POL, ISS

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

End Date # Spots Gross Amount Net Amount Start Date 10/29/12 11/06/12 16 \$43,550.00 \$37,017.50 **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating	
November 2012	16	\$43,550.00	\$37,017.50	0.00	
Totals	16	\$43,550.00	\$37,017.50	0.00	

Account Executives

Account Executive Sales Office Sales		Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$43,550.00		
Market	100%	\$145,166.67		

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$36,291.67		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$7,258.33		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len :	Spots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	11/06/12	11/06/12	CBS This Morning	7-9a CM	7-9a	-T	:30	1	\$3,000.00LV1	0.00 NM	1	\$3,000.00
				CBS This Morning	g								
	CBS TH	HIS MORN	ING										
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	leek: 11/	/05/12	11/11/12	-T	1	\$3,000.00	0.00						
E 2	8	11/03/12	11/03/12	CBS Early Show -	- Sat. CM	5-7a	S-	:30	1	\$1,200.00LV1	0.00 NM	1	\$1,200.00
				CBS Early Show	- Sat.								

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Order / Rev:

37787

Advertiser:

Patriot Majority

Alt Order #:

08890000

Product Desc:

Issue

Flight Dates:

10/30/12 - 11/06/12

Estimate:

2278

KLAS

1 . Ob . Ota	a F.d	l	DI	O44/E4 '	Ti Davis	l O	-4-	Data Dei	Dia Tuna	O4-	A
Ln Ch Sta	rt End DRNING SATU	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Start Dat		<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/29/12	11/04/12	S-		\$1,200.00	0.00						
E 3 8 11/0	4/12 11/04/12	Game Time/UNL		1135p-1205a	ıS	:30	1	\$550.00LV1	0.00 NM	1	\$550.00
UNLV GAME	TIE	Came Time/OTTE	•						1		
Start Dat		Weekdays	Spots/Week	Rate	Rating						
Week: 10/29/12	11/04/12	S	- 1	\$550.00	0.00	:30		\$2,300.00LV1	0.00 NM	4	\$2,300.00
E 4 8 10/3	0/12 11/05/12	Live w/Kelly Live w/Kelly	CM	9-10a	MTWTF	:30	'	\$2,300.00LV1	U.UU INIVI	1	\$2,300.00
LIVE! WITH I	ELLY										
Start Dat		<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating 0.00						
Week: 10/30/12 E 5 8 10/3	11/05/12 0/12 11/05/12			\$2,300.00 12-1230p	MTWTF	:30	1	\$2,000.00LV1	0.00 NM	1	\$2,000.00
	J/12 11/05/12	8 News Now Noo		12 1200p		.00	•	4 2,000.00211	0.00 ,	•	V 2,000.00
8 NEWS NO					-						
<u>Start Dat</u> Week: 10/30/12	End Date 11/05/12	<u>Weekdays</u> MTWTF	Spots/Week 1	<u>Rate</u> \$2,000.00	Rating 0.00						
	0/12 11/05/12		CM	3-4p	MTWTF	:30	1	\$2,500.00LV1	0.00 NM	1	\$2,500.00
		Ellen		•					1		
ELLEN	- F-15-4-	Mantalana	Constantinale	Dete	Detine						
<u>Start Dat</u> Week: 10/30/12	End Date 11/05/12	<u>Weekdays</u> MTWTF	Spots/Week 1	<u>Rate</u> \$2,500.00	Rating 0.00						
		8 News Now 4p N		4-5p	MTWTF	:30	2	\$2,500.00LV1	0.00 NM	2	\$5,000.00
		8 News Now 4p i	ν-F								
8 NEWS NO	V AT 4PM & 4: End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/30/12	11/05/12	MTWTF		\$2,500.00	0.00						
E 8 8 10/3	0/12 11/05/12	8 News Now 5-63		5-630p	MTWTF	:30	2	\$3,000.00LV1	0.00 NM	2	\$6,000.00
8 NEWS NO	V ROTATION	8 News Now 5-63	30p M-F								
Start Dat		<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/30/12	11/05/12	MTWTF		\$3,000.00	0.00						
E 9 8 11/0	4/12 11/04/12	8 News Now Sun 8 News Now Sun		430-530p, 63 (5:00 PM-5:3	30-7pS	:30	1	\$3,000.00LV1	0.00 NM	1	\$3,000.00
8 NEWS NO	V AT 5PM-SUI		J	(5.00 FIVI-5.5	O PIVI)						
Start Dat	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/29/12	11/04/12	S		\$3,000.00	0.00	.20	4	62 000 001 1/4	0.00 NM		¢2 000 00
E 10 8 11/0	4/12 11/04/12	8 News Now Sun 8 News Now Sun		(6:30 PM-7:0	30-7pS 0 PM)	:30		\$3,000.00LV1	U.UU INIVI	,	\$3,000.00
8 NEWS NO	V AT 630PM-S		•	(- · · · · · · · · · · · · · · · · · · ·						
Start Dat		Weekdays S	Spots/Week	Rate	Rating						
Week: 10/29/12 E 11 8 10/3		8 News Now 11p		\$3,000.00 11-1135p	0.00 MTWTF	:30		\$5,000.00LV1	0.00 NM	2	\$10,000.00
E11 6 10/3	0/12 11/05/12	8 News Now 11p		(11:00 PM-11		.00	-	Ψ0,000.00EV1	0.00 11111	_	410,000.00
8 NEWS NO					D. C.						
Start Dat Week: 10/30/12	End Date 11/05/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$5,000.00	Rating 0.00						
		8 News Now 11p		11-1135P	55	:30	2	\$2,500.00LV1	0.00 NM	2	\$5,000.00
		8 News Now Sa/									
8 NEWS NO	V AT 11PM-WI <u>End Date</u>	KND <u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/29/12		SS		\$2,500.00	0.00						
									Totals	16	\$43,550.00